

Global Platform-layer AI Agents in Customer Service Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/G0629093F330EN.html>

Date: March 2026

Pages: 125

Price: US\$ 2,980.00 (Single User License)

ID: G0629093F330EN

Abstracts

Platform-layer AI Agents in Customer Service refers to the middleware and platform layer for agentic customer service, built on top of model-layer capabilities and targeted at enterprises and ISVs, rather than a single end-user application. Such platforms expose capabilities through a unified console, low-code/visual ?agent studio? tools and APIs, aggregating multiple foundation models, tool and connector ecosystems (ticketing, CRM, knowledge bases, payment and line-of-business systems), omnichannel endpoints (apps, web, hotline, social, etc.), as well as conversation routing, access control and monitoring/governance. They enable organizations to design, deploy and operate multiple customer-service agents (customer-facing, agent-assist, operations/analytics, and more) on the same foundation. Compared with model-layer AI agents, the platform layer focuses more on multi-model management, scenario templates, workflow and tool orchestration, and operational tooling; compared with application-layer AI agents, it is not tied to a single brand or use case but acts as a shared substrate that powers many agentic customer service experiences across business units and tenants. Revenue models are primarily subscription- and seat/instance-based with usage add-ons, typically supporting higher-margin, recurring platform economics.

The global Platform-layer AI Agents in Customer Service market size was estimated at USD 918.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 33.80% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Platform-layer AI Agents in Customer Service market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and

challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Platform-layer AI Agents in Customer Service market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Platform-layer AI Agents in Customer Service market.

Global Platform-layer AI Agents in Customer Service Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Volcengine
Huawei Cloud
Alibaba Cloud
Tencent Cloud

Baidu AI Cloud
Dify
China Telecom
China Mobile
China Unicom
Zhipu AI
Ant Group
Salesforce
Zendesk
Microsoft
C3.ai
Cognigy
DevRev
Parloa
Voiceflow

Market Segmentation (by Type)

Supporting Type
Dominant Type
Autonomous Type

Market Segmentation (by Application)

Internet
Finance
Telecommunications
Healthcare
Education
Other

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Platform-layer AI Agents in Customer Service Market
Overview of the regional outlook of the Platform-layer AI Agents in Customer Service Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Platform-layer AI Agents in Customer Service Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Platform-layer AI Agents in Customer Service, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Platform-layer AI Agents in Customer Service
- 1.2 Key Market Segments
 - 1.2.1 Platform-layer AI Agents in Customer Service Segment by Type
 - 1.2.2 Platform-layer AI Agents in Customer Service Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Platform-layer AI Agents in Customer Service Product Life Cycle
- 3.3 Global Platform-layer AI Agents in Customer Service Revenue Market Share by Company (2020-2025)
- 3.4 Platform-layer AI Agents in Customer Service Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Platform-layer AI Agents in Customer Service Market Competitive Situation and Trends
 - 3.6.1 Platform-layer AI Agents in Customer Service Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Platform-layer AI Agents in Customer Service Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE VALUE CHAIN ANALYSIS

- 4.1 Platform-layer AI Agents in Customer Service Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Platform-layer AI Agents in Customer Service Market Porter's Five Forces Analysis

6 PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Platform-layer AI Agents in Customer Service Market by Type (2020-2025)
- 6.3 Global Platform-layer AI Agents in Customer Service Market Size Growth Rate by Type (2021-2025)

7 PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Platform-layer AI Agents in Customer Service Market Size (M USD) by

Application (2020-2025)

7.3 Global Platform-layer AI Agents in Customer Service Market Size Growth Rate by Application (2021-2025)

8 PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE MARKET SEGMENTATION BY REGION

8.1 Global Platform-layer AI Agents in Customer Service Market Size by Region

8.1.1 Global Platform-layer AI Agents in Customer Service Market Size by Region

8.1.2 Global Platform-layer AI Agents in Customer Service Market Size Market Share by Region

8.2 North America

8.2.1 North America Platform-layer AI Agents in Customer Service Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Platform-layer AI Agents in Customer Service Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Platform-layer AI Agents in Customer Service Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Platform-layer AI Agents in Customer Service Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Platform-layer AI Agents in Customer Service Market

Size by Region

- 8.6.2 Saudi Arabia
- 8.6.3 UAE
- 8.6.4 Egypt
- 8.6.5 Nigeria
- 8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Volcengine

- 9.1.1 Volcengine Basic Information
- 9.1.2 Volcengine Platform-layer AI Agents in Customer Service Product Overview
- 9.1.3 Volcengine Platform-layer AI Agents in Customer Service Product Market

Performance

- 9.1.4 Volcengine SWOT Analysis
- 9.1.5 Volcengine Business Overview
- 9.1.6 Volcengine Recent Developments

9.2 Huawei Cloud

- 9.2.1 Huawei Cloud Basic Information
- 9.2.2 Huawei Cloud Platform-layer AI Agents in Customer Service Product Overview
- 9.2.3 Huawei Cloud Platform-layer AI Agents in Customer Service Product Market

Performance

- 9.2.4 Huawei Cloud SWOT Analysis
- 9.2.5 Huawei Cloud Business Overview
- 9.2.6 Huawei Cloud Recent Developments

9.3 Alibaba Cloud

- 9.3.1 Alibaba Cloud Basic Information
- 9.3.2 Alibaba Cloud Platform-layer AI Agents in Customer Service Product Overview
- 9.3.3 Alibaba Cloud Platform-layer AI Agents in Customer Service Product Market

Performance

- 9.3.4 Alibaba Cloud SWOT Analysis
- 9.3.5 Alibaba Cloud Business Overview
- 9.3.6 Alibaba Cloud Recent Developments

9.4 Tencent Cloud

- 9.4.1 Tencent Cloud Basic Information
- 9.4.2 Tencent Cloud Platform-layer AI Agents in Customer Service Product Overview
- 9.4.3 Tencent Cloud Platform-layer AI Agents in Customer Service Product Market

Performance

- 9.4.4 Tencent Cloud Business Overview

- 9.4.5 Tencent Cloud Recent Developments
- 9.5 Baidu AI Cloud
 - 9.5.1 Baidu AI Cloud Basic Information
 - 9.5.2 Baidu AI Cloud Platform-layer AI Agents in Customer Service Product Overview
 - 9.5.3 Baidu AI Cloud Platform-layer AI Agents in Customer Service Product Market Performance
 - 9.5.4 Baidu AI Cloud Business Overview
 - 9.5.5 Baidu AI Cloud Recent Developments
- 9.6 Dify
 - 9.6.1 Dify Basic Information
 - 9.6.2 Dify Platform-layer AI Agents in Customer Service Product Overview
 - 9.6.3 Dify Platform-layer AI Agents in Customer Service Product Market Performance
 - 9.6.4 Dify Business Overview
 - 9.6.5 Dify Recent Developments
- 9.7 China Telecom
 - 9.7.1 China Telecom Basic Information
 - 9.7.2 China Telecom Platform-layer AI Agents in Customer Service Product Overview
 - 9.7.3 China Telecom Platform-layer AI Agents in Customer Service Product Market Performance
 - 9.7.4 China Telecom Business Overview
 - 9.7.5 China Telecom Recent Developments
- 9.8 China Mobile
 - 9.8.1 China Mobile Basic Information
 - 9.8.2 China Mobile Platform-layer AI Agents in Customer Service Product Overview
 - 9.8.3 China Mobile Platform-layer AI Agents in Customer Service Product Market Performance
 - 9.8.4 China Mobile Business Overview
 - 9.8.5 China Mobile Recent Developments
- 9.9 China Unicom
 - 9.9.1 China Unicom Basic Information
 - 9.9.2 China Unicom Platform-layer AI Agents in Customer Service Product Overview
 - 9.9.3 China Unicom Platform-layer AI Agents in Customer Service Product Market Performance
 - 9.9.4 China Unicom Business Overview
 - 9.9.5 China Unicom Recent Developments
- 9.10 Zhipu AI
 - 9.10.1 Zhipu AI Basic Information
 - 9.10.2 Zhipu AI Platform-layer AI Agents in Customer Service Product Overview
 - 9.10.3 Zhipu AI Platform-layer AI Agents in Customer Service Product Market

Performance

9.10.4 Zhipu AI Business Overview

9.10.5 Zhipu AI Recent Developments

9.11 Ant Group

9.11.1 Ant Group Basic Information

9.11.2 Ant Group Platform-layer AI Agents in Customer Service Product Overview

9.11.3 Ant Group Platform-layer AI Agents in Customer Service Product Market

Performance

9.11.4 Ant Group Business Overview

9.11.5 Ant Group Recent Developments

9.12 Salesforce

9.12.1 Salesforce Basic Information

9.12.2 Salesforce Platform-layer AI Agents in Customer Service Product Overview

9.12.3 Salesforce Platform-layer AI Agents in Customer Service Product Market

Performance

9.12.4 Salesforce Business Overview

9.12.5 Salesforce Recent Developments

9.13 Zendesk

9.13.1 Zendesk Basic Information

9.13.2 Zendesk Platform-layer AI Agents in Customer Service Product Overview

9.13.3 Zendesk Platform-layer AI Agents in Customer Service Product Market

Performance

9.13.4 Zendesk Business Overview

9.13.5 Zendesk Recent Developments

9.14 Microsoft

9.14.1 Microsoft Basic Information

9.14.2 Microsoft Platform-layer AI Agents in Customer Service Product Overview

9.14.3 Microsoft Platform-layer AI Agents in Customer Service Product Market

Performance

9.14.4 Microsoft Business Overview

9.14.5 Microsoft Recent Developments

9.15 C3.ai

9.15.1 C3.ai Basic Information

9.15.2 C3.ai Platform-layer AI Agents in Customer Service Product Overview

9.15.3 C3.ai Platform-layer AI Agents in Customer Service Product Market

Performance

9.15.4 C3.ai Business Overview

9.15.5 C3.ai Recent Developments

9.16 Cognigy

9.16.1 Cognigy Basic Information

9.16.2 Cognigy Platform-layer AI Agents in Customer Service Product Overview

9.16.3 Cognigy Platform-layer AI Agents in Customer Service Product Market

Performance

9.16.4 Cognigy Business Overview

9.16.5 Cognigy Recent Developments

9.17 DevRev

9.17.1 DevRev Basic Information

9.17.2 DevRev Platform-layer AI Agents in Customer Service Product Overview

9.17.3 DevRev Platform-layer AI Agents in Customer Service Product Market

Performance

9.17.4 DevRev Business Overview

9.17.5 DevRev Recent Developments

9.18 Parloa

9.18.1 Parloa Basic Information

9.18.2 Parloa Platform-layer AI Agents in Customer Service Product Overview

9.18.3 Parloa Platform-layer AI Agents in Customer Service Product Market

Performance

9.18.4 Parloa Business Overview

9.18.5 Parloa Recent Developments

9.19 Voiceflow

9.19.1 Voiceflow Basic Information

9.19.2 Voiceflow Platform-layer AI Agents in Customer Service Product Overview

9.19.3 Voiceflow Platform-layer AI Agents in Customer Service Product Market

Performance

9.19.4 Voiceflow Business Overview

9.19.5 Voiceflow Recent Developments

10 PLATFORM-LAYER AI AGENTS IN CUSTOMER SERVICE MARKET FORECAST BY REGION

10.1 Global Platform-layer AI Agents in Customer Service Market Size Forecast

10.2 Global Platform-layer AI Agents in Customer Service Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Platform-layer AI Agents in Customer Service Market Size Forecast by Country

10.2.3 Asia Pacific Platform-layer AI Agents in Customer Service Market Size Forecast by Region

10.2.4 South America Platform-layer AI Agents in Customer Service Market Size

Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Platform-layer AI Agents in Customer Service by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Platform-layer AI Agents in Customer Service Market Forecast by Type (2026-2035)

11.1.1 Global Platform-layer AI Agents in Customer Service Market Size Forecast by Type (2026-2035)

11.2 Global Platform-layer AI Agents in Customer Service Market Forecast by Application (2026-2035)

11.2.1 Global Platform-layer AI Agents in Customer Service Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Platform-layer AI Agents in Customer Service Market Size by Type (M USD)

Table 4. Global Platform-layer AI Agents in Customer Service Market Size by Application

Table 5. Platform-layer AI Agents in Customer Service Market Size Comparison by Region (M USD)

Table 6. Global Platform-layer AI Agents in Customer Service Revenue (M USD) by Company (2020-2025)

Table 7. Global Platform-layer AI Agents in Customer Service Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Platform-layer AI Agents in Customer Service as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Platform-layer AI Agents in Customer Service Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Platform-layer AI Agents in Customer Service Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Platform-layer AI Agents in Customer Service Market Size by Type (M USD)

Table 22. Global Platform-layer AI Agents in Customer Service Market Size (M USD) by Type (2020-2025)

Table 23. Global Platform-layer AI Agents in Customer Service Market Share by Type (2020-2025)

Table 24. Global Platform-layer AI Agents in Customer Service Market Size Growth Rate by Type (2021-2025)

Table 25. Global Platform-layer AI Agents in Customer Service Market Size by Application

Table 26. Global Platform-layer AI Agents in Customer Service Market Size by Application (2020-2025) & (M USD)

Table 27. Global Platform-layer AI Agents in Customer Service Market Share by Application (2020-2025)

Table 28. Global Platform-layer AI Agents in Customer Service Market Size Growth Rate by Application (2021-2025)

Table 29. Global Platform-layer AI Agents in Customer Service Market Size by Region (2020-2025) & (M USD)

Table 30. Global Platform-layer AI Agents in Customer Service Market Size Market Share by Region (2020-2025)

Table 31. North America Platform-layer AI Agents in Customer Service Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Platform-layer AI Agents in Customer Service Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Platform-layer AI Agents in Customer Service Market Size by Region (2020-2025) & (M USD)

Table 34. South America Platform-layer AI Agents in Customer Service Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Platform-layer AI Agents in Customer Service Market Size by Region (2020-2025) & (M USD)

Table 36. Volcengine Basic Information

Table 37. Volcengine Platform-layer AI Agents in Customer Service Product Overview

Table 38. Volcengine Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Volcengine SWOT Analysis

Table 40. Volcengine Business Overview

Table 41. Volcengine Recent Developments

Table 42. Huawei Cloud Basic Information

Table 43. Huawei Cloud Platform-layer AI Agents in Customer Service Product Overview

Table 44. Huawei Cloud Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Huawei Cloud SWOT Analysis

Table 46. Huawei Cloud Business Overview

Table 47. Huawei Cloud Recent Developments

Table 48. Alibaba Cloud Basic Information

Table 49. Alibaba Cloud Platform-layer AI Agents in Customer Service Product

Overview

Table 50. Alibaba Cloud Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Alibaba Cloud SWOT Analysis

Table 52. Alibaba Cloud Business Overview

Table 53. Alibaba Cloud Recent Developments

Table 54. Tencent Cloud Basic Information

Table 55. Tencent Cloud Platform-layer AI Agents in Customer Service Product Overview

Table 56. Tencent Cloud Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Tencent Cloud Business Overview

Table 58. Tencent Cloud Recent Developments

Table 59. Baidu AI Cloud Basic Information

Table 60. Baidu AI Cloud Platform-layer AI Agents in Customer Service Product Overview

Table 61. Baidu AI Cloud Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 62. Baidu AI Cloud Business Overview

Table 63. Baidu AI Cloud Recent Developments

Table 64. Dify Basic Information

Table 65. Dify Platform-layer AI Agents in Customer Service Product Overview

Table 66. Dify Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 67. Dify Business Overview

Table 68. Dify Recent Developments

Table 69. China Telecom Basic Information

Table 70. China Telecom Platform-layer AI Agents in Customer Service Product Overview

Table 71. China Telecom Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 72. China Telecom Business Overview

Table 73. China Telecom Recent Developments

Table 74. China Mobile Basic Information

Table 75. China Mobile Platform-layer AI Agents in Customer Service Product Overview

Table 76. China Mobile Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)

Table 77. China Mobile Business Overview

Table 78. China Mobile Recent Developments

- Table 79. China Unicom Basic Information
- Table 80. China Unicom Platform-layer AI Agents in Customer Service Product Overview
- Table 81. China Unicom Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 82. China Unicom Business Overview
- Table 83. China Unicom Recent Developments
- Table 84. Zhipu AI Basic Information
- Table 85. Zhipu AI Platform-layer AI Agents in Customer Service Product Overview
- Table 86. Zhipu AI Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 87. Zhipu AI Business Overview
- Table 88. Zhipu AI Recent Developments
- Table 89. Ant Group Basic Information
- Table 90. Ant Group Platform-layer AI Agents in Customer Service Product Overview
- Table 91. Ant Group Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 92. Ant Group Business Overview
- Table 93. Ant Group Recent Developments
- Table 94. Salesforce Basic Information
- Table 95. Salesforce Platform-layer AI Agents in Customer Service Product Overview
- Table 96. Salesforce Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 97. Salesforce Business Overview
- Table 98. Salesforce Recent Developments
- Table 99. Zendesk Basic Information
- Table 100. Zendesk Platform-layer AI Agents in Customer Service Product Overview
- Table 101. Zendesk Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 102. Zendesk Business Overview
- Table 103. Zendesk Recent Developments
- Table 104. Microsoft Basic Information
- Table 105. Microsoft Platform-layer AI Agents in Customer Service Product Overview
- Table 106. Microsoft Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 107. Microsoft Business Overview
- Table 108. Microsoft Recent Developments
- Table 109. C3.ai Basic Information
- Table 110. C3.ai Platform-layer AI Agents in Customer Service Product Overview

- Table 111. C3.ai Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 112. C3.ai Business Overview
- Table 113. C3.ai Recent Developments
- Table 114. Cognigy Basic Information
- Table 115. Cognigy Platform-layer AI Agents in Customer Service Product Overview
- Table 116. Cognigy Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 117. Cognigy Business Overview
- Table 118. Cognigy Recent Developments
- Table 119. DevRev Basic Information
- Table 120. DevRev Platform-layer AI Agents in Customer Service Product Overview
- Table 121. DevRev Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 122. DevRev Business Overview
- Table 123. DevRev Recent Developments
- Table 124. Parloa Basic Information
- Table 125. Parloa Platform-layer AI Agents in Customer Service Product Overview
- Table 126. Parloa Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 127. Parloa Business Overview
- Table 128. Parloa Recent Developments
- Table 129. Voiceflow Basic Information
- Table 130. Voiceflow Platform-layer AI Agents in Customer Service Product Overview
- Table 131. Voiceflow Platform-layer AI Agents in Customer Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 132. Voiceflow Business Overview
- Table 133. Voiceflow Recent Developments
- Table 134. Global Platform-layer AI Agents in Customer Service Market Size Forecast by Region (2026-2035) & (M USD)
- Table 135. North America Platform-layer AI Agents in Customer Service Market Size Forecast by Country (2026-2035) & (M USD)
- Table 136. Europe Platform-layer AI Agents in Customer Service Market Size Forecast by Country (2026-2035) & (M USD)
- Table 137. Asia Pacific Platform-layer AI Agents in Customer Service Market Size Forecast by Region (2026-2035) & (M USD)
- Table 138. South America Platform-layer AI Agents in Customer Service Market Size Forecast by Country (2026-2035) & (M USD)
- Table 139. Middle East and Africa Platform-layer AI Agents in Customer Service Market

Size Forecast by Country (2026-2035) & (M USD)

Table 140. Global Platform-layer AI Agents in Customer Service Market Size Forecast by Type (2026-2035) & (M USD)

Table 141. Global Platform-layer AI Agents in Customer Service Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of Platform-layer AI Agents in Customer Service

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Platform-layer AI Agents in Customer Service Market Size (M USD), 2025-2035

Figure 5. Global Platform-layer AI Agents in Customer Service Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Platform-layer AI Agents in Customer Service Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Platform-layer AI Agents in Customer Service Product Life Cycle

Figure 12. Global Platform-layer AI Agents in Customer Service Revenue Share by Company in 2025

Figure 13. Platform-layer AI Agents in Customer Service Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by Platform-layer AI Agents in Customer Service Revenue in 2025

Figure 15. Value Chain Map of Platform-layer AI Agents in Customer Service

Figure 16. Global Platform-layer AI Agents in Customer Service Market PEST Analysis

Figure 17. Global Platform-layer AI Agents in Customer Service Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Platform-layer AI Agents in Customer Service Market Share by Type

Figure 20. Market Share of Platform-layer AI Agents in Customer Service by Type (2020-2025)

Figure 21. Global Platform-layer AI Agents in Customer Service Market Size Growth Rate by Type (2021-2025)

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Platform-layer AI Agents in Customer Service Market Share by Application

Figure 24. Global Platform-layer AI Agents in Customer Service Market Share by Application (2020-2025)

Figure 25. Global Platform-layer AI Agents in Customer Service Market Share by Application in 2024

Figure 26. Global Platform-layer AI Agents in Customer Service Market Size Growth Rate by Application (2021-2025)

Figure 27. Global Platform-layer AI Agents in Customer Service Market Size Market Share by Region (2020-2025)

Figure 28. North America Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Platform-layer AI Agents in Customer Service Market Size Market Share by Country in 2024

Figure 30. U.S. Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Platform-layer AI Agents in Customer Service Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Platform-layer AI Agents in Customer Service Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Platform-layer AI Agents in Customer Service Market Share by Country in 2024

Figure 35. Germany Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Platform-layer AI Agents in Customer Service Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Platform-layer AI Agents in Customer Service Market Size Market Share by Region in 2024

Figure 42. China Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Platform-layer AI Agents in Customer Service Market Size and

Growth Rate (2020-2025) & (M USD)

Figure 45. India Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Platform-layer AI Agents in Customer Service Market Size and Growth Rate (M USD)

Figure 48. South America Platform-layer AI Agents in Customer Service Market Size Market Share by Country in 2024

Figure 49. Brazil Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Platform-layer AI Agents in Customer Service Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Platform-layer AI Agents in Customer Service Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Platform-layer AI Agents in Customer Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Platform-layer AI Agents in Customer Service Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Platform-layer AI Agents in Customer Service Market Share Forecast by Type (2026-2035)

Figure 61. Global Platform-layer AI Agents in Customer Service Market Share Forecast by Application (2026-2035)

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